GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2666
ANSWERED ON:14.03.2016
Rural Industries under Make in India
Chandel Kunwar Pushpendra Singh

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government has developed a special management mechanism for bringing the rural industries under the ambit of Make in India scheme;

(b) if so, the details thereof;

(c) whether the Government has also developed a mechanism for giving international recognition to the rural goods products and attracting private investment in this sector;

(d) if so, the details thereof;

(e) whether the Government has any regulatory mechanism for norms as well as marketing and competitive protection in case of products of rural industries getting benefits under "Stand up" scheme; and

(f) if so, the details thereof?

Answer

???????? ??? ?????? ???????????? (????????? ??????)(??????? ??????? ???????)
THE MINISTER OF STATE (INDEPENDENT CHARGE)
OF THE MINISTRY OF COMMERCE & INDUSTRY
(SHRIMATI NIRMALA SITHARAMAN)

(a) to (d): The Government is implementing the following schemes for bringing the rural industries under the ambit of the "Make in India" programme:
(i) Prime Minister's Employment Generation Programme (PMEGP) is a credit linked subsidy scheme, for setting up of new micro-enterprises and to generate employment opportunities in rural as well as urban areas of the country through Khadi & Village Industries Commission (KVIC), State Khadi & Village Industries Board (KVIB) and District Industries Centre (DIC). Since inception and up to January 2016, 3.50 lakh micro enterprises have been set up by utilizing margin money amounting to Rs.7004.40 crore and 29.82 lakh jobs have been created from these units.

(ii) Scheme of Fund for Regeneration of Traditional Industries (SFURTI) was launched in 2005-06 for making Traditional Industries more productive and competitive by organizing the Traditional Industries and artisans into clusters. 26 clusters have been granted final approval with a total project cost of Rs.72 crore benefiting around 25000 artisans.

(iii) A Scheme for Promoting Innovation, Rural Industry and Entrepreneurship (ASPIRE) was launched on 18.3.2015 to promote Innovation & Rural Entrepreneurship through rural Livelihood Business Incubator (LBI), Technology Business Incubator (TBI) and Fund of Funds for start-up creation in the agro-based industry. During the year 2015-16, 22 LBIs & 2 TBIs have been approved and two LBI Centres have been operationalized at Deoria (U.P.) and Rajkot (Gujarat).
(e) & (f): Products of rural industries are already covered under extant laws & rules relating to trade & commerce including consumer protection. Stand Up India scheme is meant to provide composite loans between Rs. 10 lakh to Rs. 100 lakh for setting up Greenfield enterprises in non-farm sector by SC/ST and women entrepreneurs.
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